

OCT 03 2006

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10008157-1

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Cherry et al.

Confirmation No.: 6963

Application No.: 09/872,226

Examiner: M. Bekerman

Filing Date: June 1, 2001

Group Art Unit: 3622

Title: CUSTOMIZED ADVERTISING METHODS FOR PERSONAL MEDIA SERVICES

Mail Stop Amendment
Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

(X) Response/Amendment

() Petition to extend time to respond

() New fee as calculated below

() Supplemental Declaration

(X) No additional fee

() Other: _____

(fee \$ _____)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	24	MINUS	24	= 0	X \$50	\$ 0
INDEP. CLAIMS	4	MINUS	4	= 0	X \$200	\$ 0
[] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

Cherry et al.

(X) I hereby certify that this paper is being transmitted
to the Patent and Trademark Office facsimile
number (571) 273-8300 on Oct. 3, 2006
Number of pages: 13

Typed Name: Edmond A. DeFrank

Signature: _____

By _____

Edmond A. DeFrank

Attorney/Agent for Applicant(s)
Reg. No. 37,814

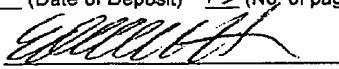
Date: Oct. 3, 2006

Telephone No.: (818) 885-1575

OCT 03 2006

Serial No.: 09/872,226
Attorney Docket No.: 10008157-1**CERTIFICATE OF TRANSMISSION**

I hereby certify that this paper and every paper referred to therein as being transmitted via facsimile to: (571) 273-8300 Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450,

on October 3, 2006 (Date of Deposit) 13 (No. of pages)By Edmond A. DeFrank
By
Signature**PATENT**

Attorney Docket No: 10008157-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICEIn re the Application of:
Cherry et al.

Serial No.: 09/872,226

Group Art Unit: 3622

Filed: June 1, 2001

Examiner: M. Beckerman

For: **CUSTOMIZED ADVERTISING METHODS FOR PERSONAL MEDIA SERVICES****AMENDMENT**Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 3, 2006, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.